

Montana Department of Revenue

Customer Service Initiatives
Including the New
eStop Business Licenses Online Service



Citizen Services Bureau

Three major functions with three different busy seasons:

Call center

January - April

Unclaimed property claim processing

May - November

eStop Business Licenses

December



eStop Business Licenses - History

1981 – Small Business Licensing Coordination Act

- §30-16-102, MCA
- Provide a convenient, accessible and timely system for businesses to acquire and maintain their licenses
- Governed by a Board of Review
- Administered by the Department of Revenue



eStop Business Licenses

Tobacco Retail and Wholesale License

Beer and Wine Retailers License

- Department of Revenue

Petroleum Dealer License

Weighing Device License

- Department of Labor and Industry

Nursery License

- Department of Agriculture

Underground Storage Tank Fee

- Department Environmental Quality

Retail Food Establishment License

- Department of Health and Human Services



eStop Customers

- Pilot program for convenience stores, gas stations and grocery stores to purchase several licenses through one application and renew those licenses annually with one payment
- Some agencies are moving to using only eStop for administering their licenses, so other types of businesses also benefit from the program, such as farms, ranches and nurseries
- Over 6,000 businesses get more than 11,000 licenses through eStop annually



Steps to Creating eStop Online

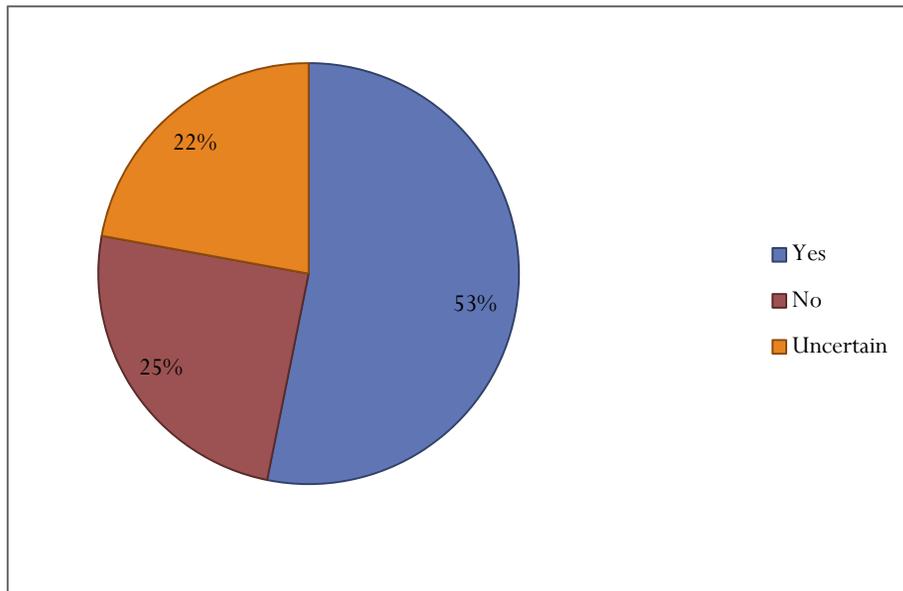
1. Will customers use an online service?
2. Will the online service create efficiencies?
3. How much will it cost?
4. Will the savings in administration costs and increased ease for businesses justify the cost?



Will customers use an online service?

Would you use an online renewal service if it was available?

	<u>Yes</u>	<u>No</u>	<u>Uncertain</u>	<u>Total</u>
Responses	185	86	77	348
Percentage	53%	25%	22%	100%



Survey



Will the online service create efficiencies?

- Mail handling and manual scanning of documentation
- Accuracy of customer information
- Automatic communication to other agencies
- Electronic payment processing and automatic bank transfer
- Electronic billing and licenses optional to customer will reduce printing and mailing costs
- Access by customers 24/7 to their account



How much will it cost?

- Contracted software development \$33,000
- Ongoing IT support \$10,000 annually
- Project management
- Employee requirements gathering
- Employee testing time



Will the savings in administration costs and increased ease for businesses justify the cost?

- 2014 Legislature weighed the costs and benefits and approved our request for funding with ease





Welcome to the eStop Business License Service

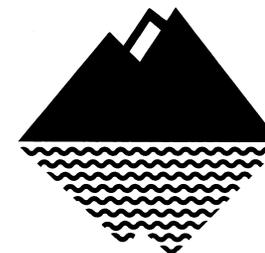
What do you want to do?

[Renew and Pay](#)

[Make Changes](#)

[View History and Details](#)

Active?	Business #	Business Name	Address	Expiration Month
	45255	MONTANA LLC	123 MAIN ST HELENA, MT	July



Montana Department of
REVENUE

Lessons Learned

- Find state guidelines for online services.
- Electronic signatures may be defined in statute for your state.
- Establish new terminology at the start to enhance communication.
- To help define requirements:
 - Update paper form before the online version is created.
 - Get consensus on user roles and responsibilities.
 - Decide who will process your online payments.
 - Work sessions to define paperless process and how to integrate that into the paper process.
- Use focus groups to fine-tune your service.



Other Initiatives

- Click for Cash – claim your unclaimed property online 2013
- Power of Attorney authorization online 2013
- Business certificate of tax status online 2014
- Business personal property reporting online 2015
- Customer online self-service web page coming soon



The Facts

Unclaimed Property

- 50% of claims have come in online since April 2013
- Average claim processing time dropped from 30 days to 15 days

eStop Business Licenses

- Electronic use since roll-out in January 2014
 - New applications 55%
 - Renewals 17%
 - Payments 16%
- The team responsible for development and implementation of the eStop online service won the 2014 Governor's Award for Excellence in Performance.



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